

# Claims

1. A method for providing an interactive programme service, in which method a program transmission is sent to at least one first terminal, transmission control data are transferred from a second terminal of a user of the service to the sender of the programme, and said control data are used for determining the contents of the transmission, and transmission is performed, **characterized** in that

- options are sent to said second terminal (300, 301, 302) for user to choose suitable control data,
- said control data are sent from said second terminal (300, 301, 302) to a control forwarding node,
- said control data are transferred from the control forwarding node to the sender (200, 201, 202) of the programme, and
- said determining of the contents of the transmission is realized automatically.

2. A method according to claim 1 for providing an interactive programme service, **characterized** in that said first terminal is at least one of the following: television receiver and radio receiver.

3. A method according to claim 1 for providing an interactive programme service, **characterized** in that said second terminal (300, 301, 302) is a mobile communication device.

4. A method according to claim 1 for providing an interactive programme service, **characterized** in that said first terminal is second terminal (300, 301, 302).

5. A method according to claim 1 for providing an interactive programme service, **characterized** in that said forwarding node is a public server (100) to which any user (400) of the programme service may send.

6. A method according to claim 1 for providing an interactive programme service, **characterized** in that

- said forwarding node is a user-specific service page (600, 601, 602),

- said transmission is realized in file format to the network address (500, 501, 502) of said user, and
- said file is transferred from said network address to the user's first terminal.

- 5 7. A method according to claim 1, **characterized** in that the transmission control data are selections of options associated with a given transmission.
8. A method according to claim 6, **characterized** in that the transmission control data are selections for the whole transmission.
- 10 9. A method according to claim 1, **characterized** in that in addition to the programme transmission the sender sends response information to the user.
10. A method according to claim 9, **characterized** in that said response information is delivered in the form of e-mail, SMS message or voice mail.
- 15 11. A method according to claim 1, **characterized** in that the transmission data and transmission control data are placed in frames according to the FTP, Telnet, FTAM or SMS protocol on the application layer.
- 20 12. A method according to claim 1, **characterized** in that said transmission is a radio or television transmission.
13. An arrangement for providing an interactive programme service, which
- 25 arrangement comprises at least one first terminal for representing the programme, a second terminal of a user of the service, the sender of the programme, and a two-way communication system between these two, **characterized** in that
- said arrangement is arranged to send options to said second terminal (300, 301, 302) for user to choose suitable control data
  - said communication system comprises a forwarding node for transferring transmission control data from the second terminal (300, 301, 302) to the sender (200, 201, 202) of the programme,
  - said sender of the programme comprises means for determining the contents
- 35 of the transmission automatically according to said control data.

14. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said first terminal is at least one of the following: television receiver and radio receiver.
- 5 15. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said second terminal (300, 301, 302) is a mobile communication device.
16. An arrangement according to claim 13 for providing an interactive programme  
10 service, **characterized** in that said first terminal is second terminal (300, 301, 302).
17. An arrangement according to claim 13 for providing an interactive programme service, **characterized** in that said forwarding node is a public server (100) to which any user (400) of the programme service may send.
- 15 18. An arrangement according to claim 13 for providing an interactive programme service, where the transmission is realized in file format, **characterized** in that
- said forwarding node is a user-specific service page (600, 601, 602),
  - 20 - said communication system comprises the user's network address (500, 501, 502) and means for transferring transmission files from the sender to said network address, and
  - said communication system further comprises means for transferring said files from said network address to the user's terminal.
- 25 19. An arrangement according to claim 13, **characterized** in that said terminal (300, 301, 302) is a mobile station.
20. An arrangement according to claim 18, **characterized** in that said network  
30 address (500, 501, 502) is the user's IP address, phone number, answering machine number or fax number.
21. An arrangement according to claim 18, **characterized** in that said means for transferring transmission files comprise a broadband XDSL, ADSL or UMTS  
35 channel.